



STAFF REPORT

MEETING DATE: April 12, 2023

TITLE:

Main Street Manager Report

AGENDA ITEM SUBMITTED BY:

Candice Butts, Main Street Manager

UPDATES:

Please find the monthly Main Street Manager updates below:

Main Street Businesses: The Bearded Baking Company located at 1006 Main Street received a Certificate of Occupancy.

National Preservation Month: For National Preservation Month, Colin Guerra and I have been working with the Bastrop County Museum and Visitor Center to showcase a special exhibit for the month of May. The exhibit will feature information panels about the National Trust for Historical Preservation, historic photos of Downtown Bastrop, information on the creation of the Main Street Program, Main Street Program awards, along with before and after photos of the façade grant program. We are also working with the Museum & Visitor Center on revamping the Historic Downtown scavenger hunt. The goal is that this scavenger hunt will run all month long. Participants will return completed hunts to be entered in a weekly prize drawing. The scavenger hunt will be housed at the Museum & Visitor center. Lastly, we are working with the Communications Department to develop a Bastrop Preservation video that will be shared during the month and featured in the special exhibit at the Museum & Visitor Center.

Civic Brand 3-Month Social Media Report: Civic Brand's completed the social media study back in January and provided us with a social media strategy moving forward. The recommendations include:

- posting on the feed at least 3 times a week and on stories every 1-2 days
- content should be based evenly around user generated content, campaign content, owned "brand" content, and event/specials posts
- dedication of a quarterly budget to giveaways and promotions
- implement (at least quarterly) downtown business meetings to share social media tips and discuss upcoming events/potential posts.
- Invest in quality photography and videography. Edit content so that everything is cohesive and communicates the "vibe: of Downtown.
- Work with business owners and the general public to tag Downtown more often in their posts or post with the hashtag
- Continue the weekly round-ups
- Coordinate social content with Visit Bastrop and Explore Bastrop County

- Consider TikTok
- Ensure correct event listings

I've attached the social media report to this report.

Social Media Contractor: We have selected Lancaster Media Solutions – Valerie Lancaster as Downtown Bastrop's social media contractor through the RFP process. She has been briefed on Civic Brand's social media study feedback and has created a content calendar for posting. She began management of the Downtown Bastrop social media channels on March 20th.

Downtown Bastrop Microsite: In March, I met with Civic Brand and Visit Bastrop on the further development of the Downtown Bastrop Microsite. Civic Brand gave some recommendations for edits to make the Downtown Bastrop feel like a separate page from the Visit Bastrop site but also still fit cohesively with Visit Bastrop's overall design. The group also provided some verbiage for the subsite buildouts for the Eat, Play, Sip, and Shop portions of the site. The next steps for the project are to move forward with their recommended changes and get updated product photography and copy for the subsites. I've attached Civic Brand's recommendations to this report.

